MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210)

BTQ 3094 – TQM FOR MANAGERS

(All sections / Groups)

14 FEBRUARY 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of FOUR (4) pages including cover page with ELEVEN (11) questions only.

2. Answer ALL questions. The marks distributions are given in parentheses.

QUESTION 1

There are several definitions of quality, or quality dimensions. One of the most respected collections of quality dimensions was compiled by David Garvin of the Harvard Business School. Garvin found that most definitions of quality were either transcendent, product-based, user-based, manufacturing-based, or value-based.

What does each of these terms mean? (10 marks)

QUESTION 2

W. Edwards Deming was widely accepted as the world's preeminent authority on quality management prior to his death on December 24, 1993. Deming gained credibility because of his leading contributions to Quality Theory. Name THREE (3) of his main contributions.

(6 marks)

QUESTION 3

The Malcolm Baldrige Award is a very important model for quality management in the United States. Explain the SEVEN (7) key characteristics in this award.

(Leadership, Strategic Direction and Tactical Action Plans, Customer Focus, Measurement, Analysis, and Knowledge Management, Workforce, Operations and Operational and Business Results)

(14 marks)

QUESTION 4

The PAF paradigm translates quality costs into three broad categories. The three categories are prevention, appraisal, and failure costs (hence the acronym PAF). Explain the differences of the three categories.

(9 marks)

Continued ...

QUESTION 5

a) What is the main difference between an internal customer and an external customer?

(2 marks)

b) There are four important design aspects to customer-relationship management when we are analyzing the customers' input to integrate to our CRM. Explain these four aspects in details.

(12 marks)

QUESTION 6

Explain briefly the TEN (10) Robert Camp's Business Process Benchmarking Processes.

(10 marks)

QUESTION 7

Discuss the concepts & tools applying in Designing and Improving Services Transaction.

(10 marks)

QUESTION 8

Failure Modes and Effects Analysis bring benefits. Briefly explain FIVE (5) benefits.

(5 marks)

QUESTION 9

Name the **NEW** SEVEN (7) QC tools.

(7 marks)

Continued ...

QUESTION 10

Data sampling for Motherboard Weight in 10 hours

Sampling Time (hrs)	1	2	3	4	5	6	7	8	9	10	Total
Weight (g) n=1	24	30	38	24	33	28	30	19	24	26	
Weight (g) n=2	27	30	42	28	36	28	28	26	27	27	
Average, x											
Average Range, R	9	2	7	8	8	0	4	7	9	12	

*Given factors (n=2) $A_2 = 1.880$, $D_4 = 3.268$

Calculate:

a) Upper Limit (UCLx)

b) Lower Limit (LCLx)

c) Upper Limit (UCLR)

(7 marks)

QUESTION 11

Company A is a construction developer for housing project. Draw an Activity on Note (AON) for company A:

Activity	Description	Immediate Predecessors
A	Build internal components	
B	Modify roof and floor	
C	Construct collection stack	A
D	Pour concrete and install frame	A,B
E	Build high-temperature burner	C
F	Install pollution control system	C
G	Install air pollution device	D,E
H	Inspect and test	F,G

(8 marks)

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